

1 receiving an audio recording via the Internet;
2 storing said audio recording;
3 transferring said audio recording to an Internet access location;
4 receiving an audio response message via the Internet; and
5 transferring said audio response message to an Internet access location;
6 wherein said audio recording is received from an advertiser; and wherein said audio
7 recording describes an item or person available through said system.

8
9 4. A method for providing an Internet based advertising system according to claim 3,
10 wherein said method further comprises:

11 placing said audio recording via the Internet;
12 wherein said placing is performed by said advertiser.

13
14 5. A method for providing an Internet based advertising system according to claim 3,
15 wherein said method further comprises:

16 playing said audio recording via the Internet.

17
18 6. A method for providing an Internet based advertising system according to claim 3,
19 wherein said method further comprises:

20 sending said audio response message via the Internet.

21
22 7. A method for providing an Internet based advertising system according to claim 3,
23 wherein said audio recording comprises the greeting of a personal advertisement.

1 8. A method for providing an Internet based advertising system according to claim 3,
2 wherein the Internet access location of said audio recording or of said audio response message
3 comprises a web site.

4
5 9. A method for providing an Internet based advertising system according to claim 3,
6 wherein the Internet access location of said audio recording or of said audio response message
7 comprises an e-mail account.

8
9 10. A method for providing an Internet based advertising system according to claim 3,
10 wherein said method further comprises:

11 retrieving said audio response message via the Internet.

12
13 11. A method for providing an Internet based advertising system according to claim 3,
14 wherein said method further comprises:

15 inputting of data.

16
17 12. A method for providing an Internet based advertising system according to claim 3,
18 wherein said method further comprises:

19 charging a user.

20
21 13. A method for providing an Internet based advertising system according to claim 3,
22 wherein said method further comprises:

23 isolating a subset of a plurality of said audio recordings;

1 wherein said subset may contain elements other than said audio recordings.

2
3 14. A method for providing an Internet based advertising system according to claim 3,
4 wherein said method further comprises:

5 reviewing said audio recording for appropriate content.

6
7 15. A method for providing an Internet based advertising system according to claim 3,
8 wherein said method further comprises:

9 placing a text advertisement; and

10 publishing said text advertisement;

11 wherein said placing is performed by said advertiser; and wherein said text advertisement
12 is associated with said audio recording.

13
14 16. A method for providing an Internet based advertising system comprising the steps of:

15 receiving a video recording via the Internet;

16 storing said video recording;

17 transferring said video recording to an Internet access location;

18 receiving a response message via the Internet; and

19 transferring said response message to an Internet access location;

20 wherein said video recording is received from an advertiser; and wherein said video
21 recording is of an item or person available through said system.

22
23 17. A method for providing an Internet based advertising system according to claim 16,

1 wherein said method further comprises:

2 placing said video recording via the Internet;

3 wherein said placing is performed by said advertiser.

4
5 18. A method for providing an Internet based advertising system according to claim 16,
6 wherein said method further comprises:

7 playing said video recording via the Internet.

8
9 19. A method for providing an Internet based advertising system according to claim 18,
10 wherein said method further comprises:

11 sending said response message via the Internet.

12
13 20. A method for providing an Internet based advertising system according to claim 16,
14 wherein said video recording comprises the greeting of a personal advertisement.

15
16 21. A method for providing an Internet based advertising system according to claim 16,
17 wherein said response message comprises audio.

18
19 22. A method for providing an Internet based advertising system according to claim 16,
20 wherein said response message comprises video.

21
22 23. A method for providing an Internet based advertising system according to claim 16,
23 wherein said response message comprises text.

1 24. A method for providing an Internet based advertising system according to claim 16,
2 wherein the Internet access location of said video recording or of said response message
3 comprises a web site.

4
5 25. A method for providing an Internet based advertising system according to claim 16,
6 wherein the Internet access location of said video recording or of said response message
7 comprises an e-mail account.

8
9 26. A method for providing an Internet based advertising system according to claim 16,
10 wherein said method further comprises:
11 retrieving said response message via the Internet.

12
13 27. A method for providing an Internet based advertising system according to claim 16,
14 wherein said method further comprises:
15 inputting of data.

16
17 28. A method for providing an Internet based advertising system according to claim 16,
18 wherein said method further comprises:
19 charging a user.

20
21 29. A method for providing an Internet based advertising system according to claim 16,
22 wherein said method further comprises:
23 isolating a subset of a plurality of said video recordings;

1 wherein said subset may contain elements other than said video recordings.

2
3 30. A method for providing an Internet based advertising system according to claim 16,
4 wherein said method further comprises:

5 reviewing said video recording for appropriate content.

6
7 31. A method for providing an Internet based advertising system according to claim 16,
8 wherein said method further comprises:

9 playing the audio track of said video recording via a telephone.

10
11 32. A method for providing an Internet based advertising system according to claim 16,
12 wherein said method further comprises:

13 sending a second response message via a telephone; and

14 transferring said second response message to an Internet access location.

15
16 33. A method for providing an Internet based advertising system according to claim 16,
17 wherein said method further comprises:

18 placing a text advertisement; and

19 publishing said text advertisement;

20 wherein said placing is performed by said advertiser; and wherein said text advertisement
21 is associated with said video recording.

22
23 34. A method for providing an Internet based advertising system comprising the steps of:

1 placing an advertisement;
2 storing said advertisement;
3 transferring said advertisement to an Internet access location;
4 receiving an audio response message via the Internet; and
5 transferring said audio response message to an Internet access location;
6 wherein said audio response message comprises a response to said advertisement.
7

8 35. A method for providing an Internet based advertising system according to claim 34,
9 wherein said method further comprises:

10 publishing said advertisement outside the Internet.
11

12 36. A method for providing an Internet based advertising system according to claim 34,
13 wherein said method further comprises:

14 accessing said advertisement via the Internet.
15

16 37. A method for providing an Internet based advertising system according to claim 34,
17 wherein said method further comprises:

18 sending said audio response message via the Internet.
19

20 38. A method for providing an Internet based advertising system according to claim 34,
21 wherein advertisement is a personal advertisement.
22

23 39. A method for providing an Internet based advertising system according to claim 34,

1 wherein the Internet access location of said advertisement or of said audio response message
2 comprises a web site.

3
4 40. A method for providing an Internet based advertising system according to claim 34,
5 wherein the Internet access location of said advertisement or of said audio response message
6 comprises an e-mail account.

7
8 41. A method for providing an Internet based advertising system according to claim 34,
9 wherein said method further comprises:
10 retrieving said audio response message via the Internet.

11
12 42. A method for providing an Internet based advertising system according to claim 34,
13 wherein said method further comprises: inputting of data.

14
15 43. A method for providing an Internet based advertising system according to claim 34,
16 wherein said method further comprises:
17 charging a user.

18
19 44. A method for providing an Internet based advertising system according to claim 34,
20 wherein said method further comprises:
21 isolating a subset of a plurality of said advertisements;
22 wherein said subset may contain elements other than said advertisements.

1 45. A method for providing an Internet based advertising system according to claim 34,
2 wherein said method further comprises:

3 reviewing said advertisement for appropriate content.

4
5 46. A method for providing an Internet based advertising system according to claim 34,
6 wherein said method further comprises:

7 playing said advertisement via a telephone.

8
9 47. A method for providing an Internet based advertising system according to claim 34,
10 wherein said method further comprises:

11 sending a second audio response message via a telephone; and

12 transferring said second audio response message to an Internet access location.

13
14 48. A method for providing an Internet based advertising system comprising the steps of:

15 placing an advertisement;

16 storing said advertisement;

17 transferring said advertisement to an Internet access location;

18 receiving a video response message via the Internet; and

19 transferring said video response message to an Internet access location;

20 wherein said video response message comprises a response to said advertisement.

21
22 49. A method for providing an Internet based advertising system according to claim 48,
23 wherein said method further comprises:

1 publishing said advertisement outside the Internet.

2
3 50. A method for providing an Internet based advertising system according to claim 48,
4 wherein said method further comprises:

5 accessing said advertisement via the Internet.

6
7 51. A method for providing an Internet based advertising system according to claim 48,
8 wherein said method further comprises:

9 sending said video response message via the Internet.

10
11 52. A method for providing an Internet based advertising system according to claim 48,
12 wherein advertisement is a personal advertisement.

13
14 53. A method for providing an Internet based advertising system according to claim 48,
15 wherein the Internet access location of said advertisement or of said video response message
16 comprises a web site.

17
18 54. A method for providing an Internet based advertising system according to claim 48,
19 wherein the Internet access location of said advertisement or of said video response message
20 comprises an e-mail account.

21
22 55. A method for providing an Internet based advertising system according to claim 48,
23 wherein said method further comprises:

1 retrieving said video response message via the Internet.

2
3 56. A method for providing an Internet based advertising system according to claim 48,
4 wherein said method further comprises:
5 inputting of data.

6
7 57. A method for providing an Internet based advertising system according to claim 48,
8 wherein said method further comprises:
9 charging a user.

10
11 58. A method for providing an Internet based advertising system according to claim 48,
12 wherein said method further comprises:
13 isolating a subset of a plurality of said advertisements;
14 wherein said subset may contain elements other than said advertisements.

15
16 59. A method for providing an Internet based advertising system according to claim 48,
17 wherein said method further comprises:
18 reviewing said advertisement for appropriate content.

19
20 60. A method for providing an Internet based advertising system according to claim 48,
21 wherein said method further comprises:
22 playing said advertisement via a telephone.

1 61. A method for providing an Internet based advertising system according to claim 48,
2 wherein said method further comprises:

3 sending an audio response message via a telephone; and

4 transferring said audio response message to an Internet access location.

5
6 62. An apparatus for a computer based advertising system, said apparatus:

7 a means for placing an advertisement;

8 a digital information storage device;

9 a publishing means;

10 a means for storing an audio recording via the Internet; and

11 a means for outputting said audio recording via the Internet;

12 wherein said audio recording is associated with said advertisement; wherein said digital
13 information storage device stores said advertisement as digital information; and wherein said
14 publishing means formats said digital information for publication.

15
16 63. An apparatus for a computer based advertising system as defined in claim 62, wherein said
17 apparatus also comprises a means for sending an audio response via the Internet which can be
18 retrieved via the Internet.

19
20 64. An apparatus for a computer based advertising system as defined in claim 62, wherein said
21 apparatus also comprises a means for sending a text response via the Internet which can be
22 retrieved via the Internet.

1 65. An apparatus for a computer based advertising system as defined in claim 62, wherein said
2 apparatus also comprises a means for sending a video response via the Internet which can be
3 retrieved via the Internet.

4
5 66. An apparatus for a computer based advertising system as defined in claim 62, wherein said
6 apparatus also comprises a means for sending a response via a telephone which can be retrieved
7 via the Internet.

8
9 67. An apparatus for a computer based advertising system as defined in claim 62, wherein said
10 apparatus also comprises a means for sending a response via a first telephone which can be
11 retrieved via a second telephone.

12
13 68. An apparatus for a computer based advertising system as defined in claim 62, wherein said
14 apparatus also comprises a means for sending a response via the Internet which can be retrieved
15 via a telephone.

16
17 69. An apparatus for a computer based advertising system, said apparatus:

18 a means for placing an advertisement;

19 a digital information storage device;

20 a publishing means;

21 a means for storing a video recording via the Internet; and

22 a means for outputting said video recording via the Internet;

23 wherein said video recording is associated with said advertisement; wherein said digital

1 information storage device stores said advertisement as digital information; and wherein said
2 publishing means formats said digital information for publication.

3
4 70. An apparatus for a computer based advertising system as defined in claim 69, wherein
5 said apparatus also comprises a means for sending an audio response via the Internet which can
6 be retrieved via the Internet.

7
8 71. An apparatus for a computer based advertising system as defined in claim 69, wherein said
9 apparatus also comprises a means for sending a text response via the Internet which can be
10 retrieved via the Internet.

11
12 72. An apparatus for a computer based advertising system as defined in claim 69, wherein said
13 apparatus also comprises a means for sending a video response via the Internet which can be
14 retrieved via the Internet.

15
16 73. An apparatus for a computer based advertising system as defined in claim 69, wherein said
17 apparatus also comprises a means for sending a response via a telephone which can be retrieved
18 via the Internet.

19
20 74. An apparatus for a computer based advertising system as defined in claim 69, wherein said
21 apparatus also comprises a means for sending a response via a first telephone which can be
22 retrieved via a second telephone.

1 75. An apparatus for a computer based advertising system as defined in claim 69, wherein said
2 apparatus also comprises a means for sending a response via the Internet which can be retrieved
3 via a telephone.

4
5 76. An apparatus for a computer based advertising system as defined in claim 69, wherein said
6 apparatus also comprises a means for playing the audio track of said video recording via a
7 telephone.

8
9 77. A computer based advertising system for use with the Internet including remote terminals
10 for advertisers and users, wherein said remote terminals may comprise a personal computer, said
11 computer based advertising system comprising:

12 means for placing an audio recording via the Internet;

13 means for storing said audio recording;

14 means for playing said audio recording via the Internet;

15 means for sending an audio response message via the Internet; and

16 means for retrieving said audio response message via the Internet;

17 wherein said audio recording describes an item or person available through said computer
18 based advertising system.

19
20 78. A computer based advertising system for use with the Internet including remote terminals for
21 advertisers and users, wherein said remote terminals may comprise a personal computer, said
22 computer based advertising system comprising:

23 means for placing a video recording via the Internet;

1 means for storing said video recording;
2 means for playing said video recording via the Internet;
3 means for sending a response message via the Internet; and
4 means for retrieving said response message via the Internet;
5 wherein said audio recording describes an item or person available through said computer
6 based advertising system.

7
8 79. A system according to claim 78 wherein said response message comprises audio.

9
10 80. A system according to claim 78 wherein said response message comprises video.--
11